

<i>SERFF Tracking Number:</i>	<i>AMRP-127016255</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Republic Corp Insurance Company</i>	<i>State Tracking Number:</i>	<i>47860</i>
<i>Company Tracking Number:</i>	<i>09AR0600</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Chiropractor Pre-Approach Letter</i>		
<i>Project Name/Number:</i>	<i>Chiropractor Pre-Approach Letter/09AR0600</i>		

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Chiropractor Pre-Approach Letter SERFF Tr Num: AMRP-127016255 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 47860

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0600 State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Authors: Andrea Davey, Patricia Corrigan Disposition Date: 02/22/2011
 Date Submitted: 02/02/2011 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval Implementation Date:
 State Filing Description:

General Information

Project Name: Chiropractor Pre-Approach Letter
 Project Number: 09AR0600
 Requested Filing Mode: Review & Approval
 Explanation for Combination/Other:
 Submission Type: New Submission
 Overall Rate Impact:

Status of Filing in Domicile: Authorized
 Date Approved in Domicile:
 Domicile Status Comments:
 Market Type: Individual
 Individual Market Type:
 Filing Status Changed: 02/22/2011
 State Status Changed: 02/22/2011
 Created By: Andrea Davey
 Corresponding Filing Tracking Number:

Deemer Date:
 Submitted By: Andrea Davey
 Filing Description:
 Z-2662

We are including the above captioned form for your review and information. This forms is new and is not intended to replace any forms that are currently in use.This form will be used for the solicitation of our individual medicare supplement plans.

We hope you will find these forms satisfactory. If you have any questions or comments, please call me at 800-247-2190 ext. 2006 or e-mail me at andrea.davey@americanenterprise.com.

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 Standard Plans 2010
 Product Name: Chiropractor Pre-Approach Letter
 Project Name/Number: Chiropractor Pre-Approach Letter/09AR0600

Thank you.

Company and Contact

Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com
 601 6th Ave 515-245-2006 [Phone]
 Des Moines, IA 50334 515-245-2391 [FAX]

Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska
 P O Box 2780 Group Code: 3527 Company Type: Life and Health
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? Yes
 Fee Explanation: \$50/ad = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	02/02/2011	44327857

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Disposition

Disposition Date: 02/22/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Chiropractor Pre-Approach Letter	Filed	Yes

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Standard Plans 2010

Product Name: Chiropractor Pre-Approach Letter

Project Name/Number: Chiropractor Pre-Approach Letter/09AR0600

Form Schedule

Lead Form Number: Z-2662

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/22/2011	Z-2662	Advertising Chiropractor Pre-Approach Letter	Initial			Z-2662 Bracketed.pdf

Dear [Provider's name]:

After speaking with many medical professionals like yourself, I have run across two common complaints regarding your patients Medicare Supplement insurance plans. They are:

- **Patients don't seek immediate care for necessary ailments because of their high copays**
- **Patients claims don't get paid in a timely fashion**

What if I told you I had a way to remedy these issues?

As a licensed agent with American Republic Corp Insurance Company, I have a suite of solutions that fits every senior's needs, as well as pocketbook. With our plans, there are no copays or deductibles on Medicare-approved expenses. This means patients with our plan will not hesitate when a visit is necessary.

You and your staff are dedicated to meeting the needs of your clients...But what about your reimbursement needs?

With our ExpressLane Automatic Claim Service you'll get no-hassle, fast and accurate reimbursement. All you have to do is file with Medicare like you usually do. We'll take care of the rest by paying the remaining eligible expenses covered under the patient's plan – usually in 10 days or less! It's that simple.

As you can see, our plans work in the best interest of the policyholder, as well as the providers. I have an informative flyer I would like to bring by your office in hopes you will share with your patients. We can talk in more detail then about the plans and services I can provide. In the meantime, if you have any questions please **feel free to give me a call, [Agent Contact]**. I look forward to talking with you soon!

Sincerely,

[Agent Signature]

[Agent Name]

Not connected with or endorsed by the United States government or the federal Medicare program.

This is a solicitation of insurance and an agent may contact you. In CO, IL, KS, KY, MN, MO, MS, NC, OK, OR, PA, SD, and TX, coverage is available to qualified Medicare beneficiaries under age 65. Call today for more information about the benefits, costs, and limits. In ND, ask for details about Medicare Supplement Plans A, F, K and L. Plan availability varies by state. American Republic Insurance Company and American Republic Corp Insurance Company are not financially responsible for each other's products.

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